

**FIGURE 1**

FIG. 2

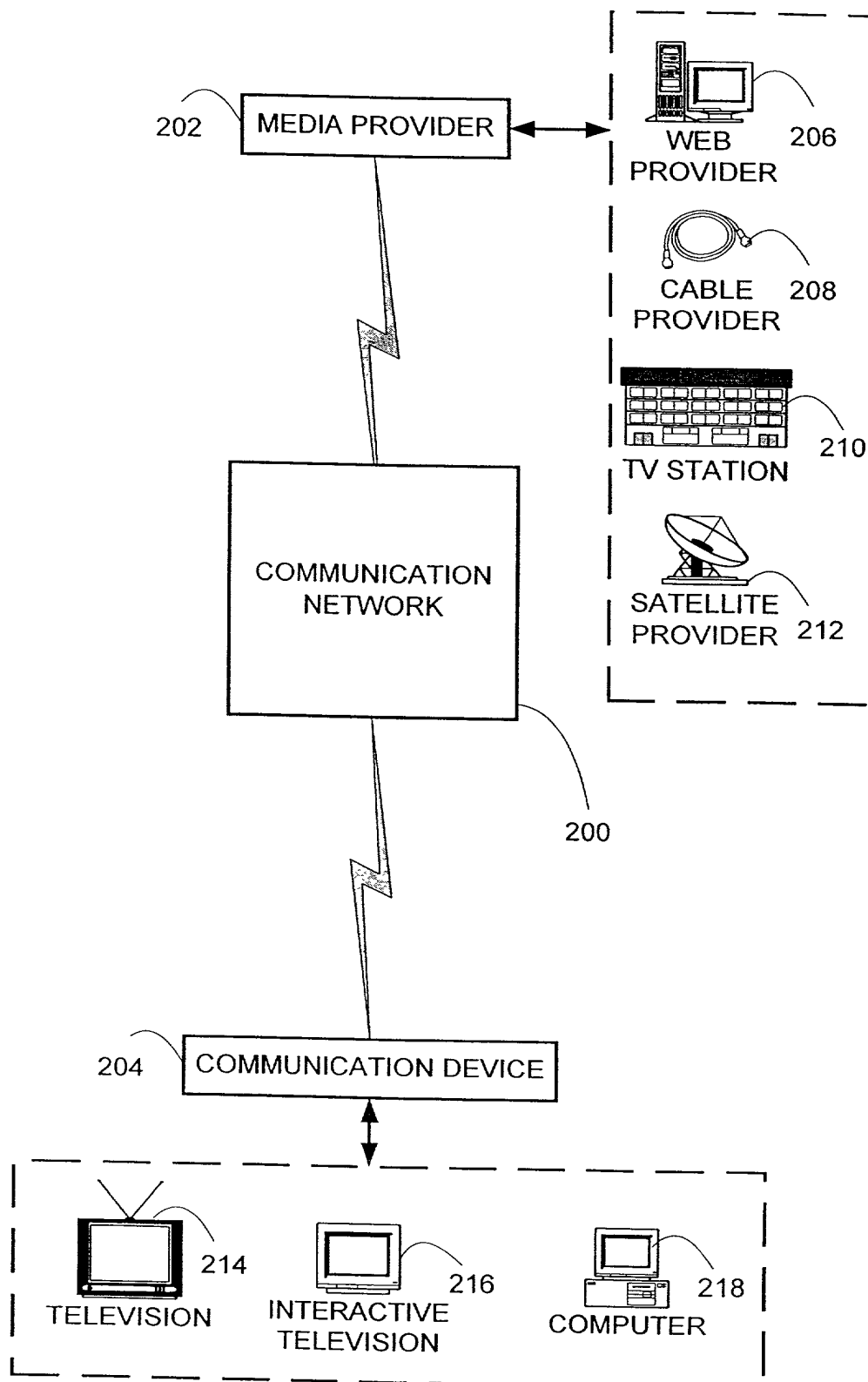


FIGURE 2

The image is a collage of several website advertisements. On the left, a vertical strip contains a photo of a man in a suit, the URL [www.yourcompany.com](http://www.yourcompany.com), the word "CATEGORIES" in large letters, a photo of a boat, and the text "Call Us: 800-555-1212". To the right of this strip is a large rectangular area containing a list of websites and their taglines. Callout lines point from numbers 300, 302, 304, 306, and 308 to specific elements in the collage.

**www.yourcompany.com**

**CATEGORIES**

**Call Us: 800-555-1212**

**yourvideohere.com**  
WE'LL HELP YOU CAPTURE THE MOMENT

**yourname.com**  
GET YOURSELF NOTICED

**sellthings.com**  
SELL ANYTHING YOU WANT

**everything.com**  
JUST WHAT THE NAME SAYS

**moveit.com**

**ipretv.com**

FIGURE 3

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graph TD; 400["MEDIA PROVIDER (E.G., WEB PROVIDER,  
CABLE PROVIDER, TV STATION, SATELLITE PROVIDER)"] --> 402["MEDIA SEGMENT SENT"]; 402 --> 404["COMMUNICATION NETWORK"]; 404 --> 406["COMMUNICATION DEVICE RECEIVES MEDIA SEGMENT"]; 406 --> 408["VIEWER VIEWS MEDIA SEGMENT  
ON COMMUNICATION DEVICE"]; 408 --> 410{"VIEWER RESPONDS  
TO MEDIA  
SEGMENT?"}; 410 -- NO --> 412["VIEWER ORDERS  
AN ADVERTISED  
PRODUCT"]; 410 -- YES --> 414["VIEWER USES WWW TO VIEW AN  
ADVERTISED WEB SITE  
AND/OR THE COMPANY WEB SITE"]; 414 <--> 412; 414 --> 416["VIEWER CALLS  
800 PHONE NUMBER"]; 414 --> 418["VIEWER MAKES ORDER OR  
LITERATURE SENT TO VIEWER"]; 416 --> 418; 412 --> DONE([DONE]); 418 --> DONE;
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FIGURE 4

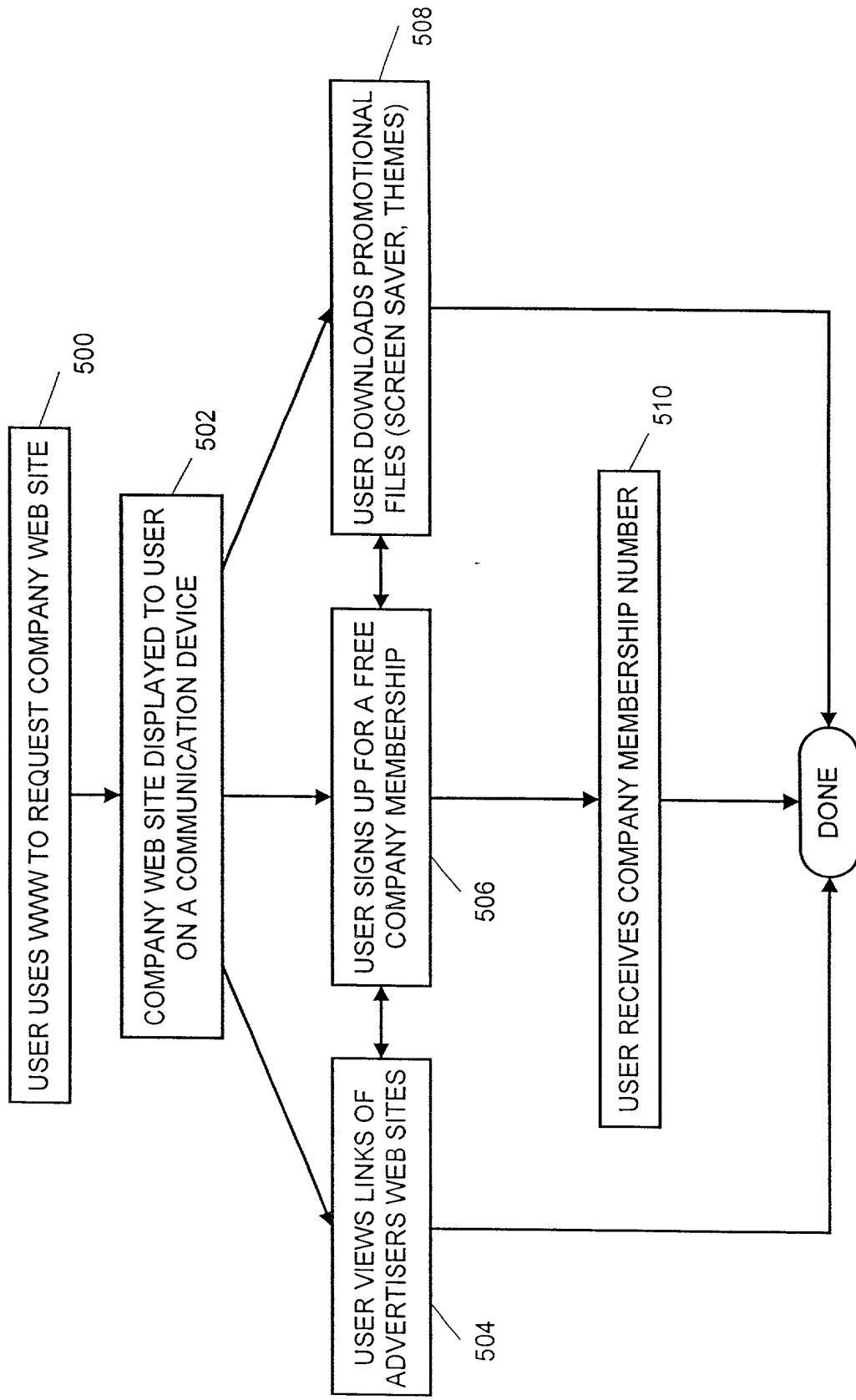


FIGURE 5

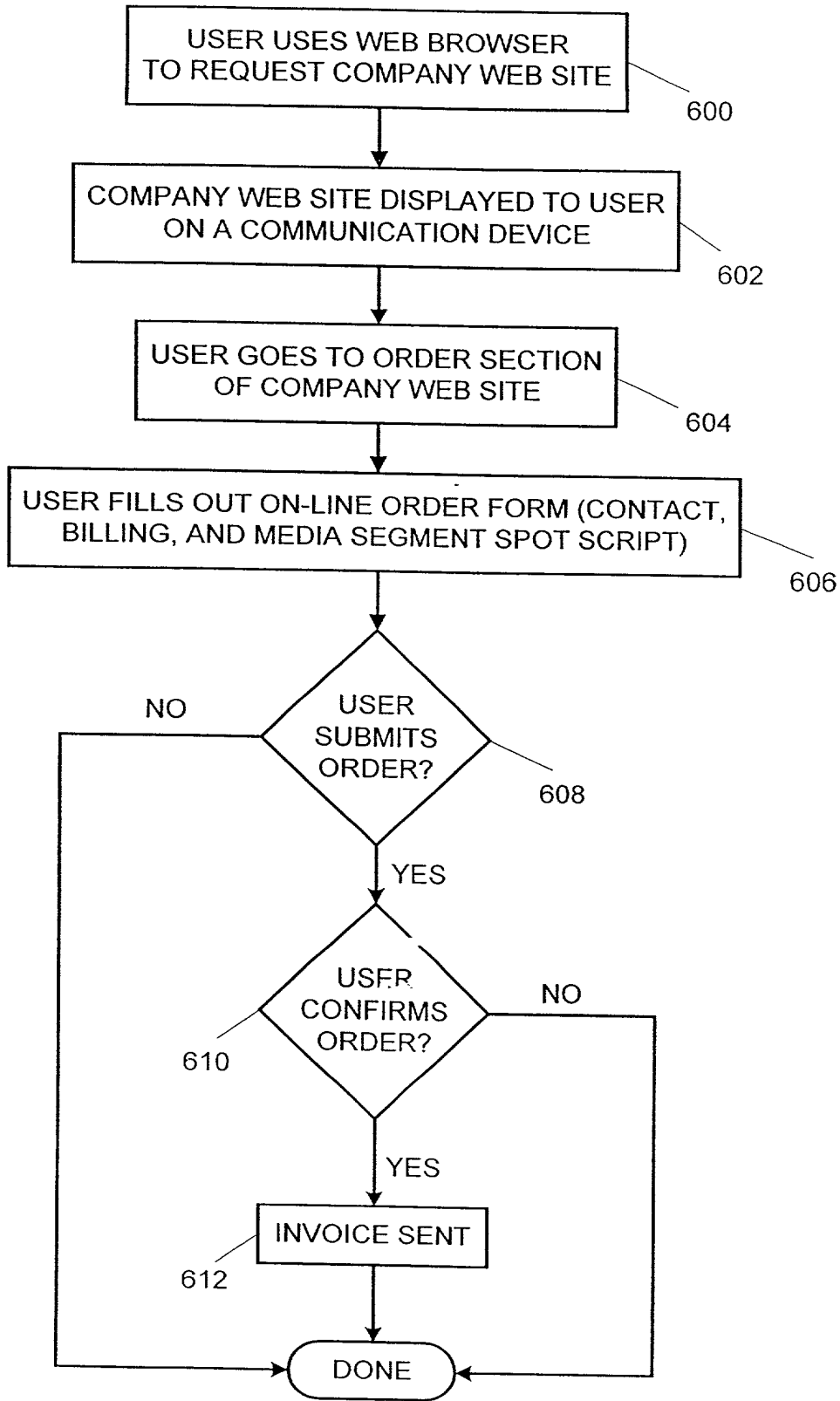


FIGURE 6